

CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO BOX TTAB FEE, COMMISSIONER FOR TRADEMARKS, 2900 CRYSTAL DRIVE, ARLINGTON, VIRGINIA 22202-3513, ON DECEMBER 11, 2002.

\_\_\_\_\_  
Bronwyn A. Tucker  
(TYPED OR PRINTED NAME)

\_\_\_\_\_  
*Bronwyn A. Tucker*  
(SIGNATURE)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 78/083,848

Published in the Official Gazette on August 13, 2002

_____	)	
MICRON TECHNOLOGY, INC.	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. _____
	)	
WORLD WISER ELECTRONICS,	)	
INC. OF TAIWAN,	)	
	)	
Applicant.	)	
_____	)	

**NOTICE OF OPPOSITION**

Opposer, Micron Technology, Inc. ("Micron"), believes that it will be damaged by registration of the mark UNIMICRON, as shown in Application Serial No. 78/083,848, and hereby opposes that registration. As grounds for its opposition, Micron alleges as follows:

1. Micron is a Delaware corporation with its principal place of business at 8000

South Federal Way, Boise, Idaho.

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2. Micron is and for many years has been engaged in the extensive advertising and sale of a wide variety of semiconductor devices. In that connection, Micron has used in interstate commerce the trademark MICRON and related marks since long prior to Applicant's date of filing of the mark UNIMICRON.

3. On March 10, 1998, the United States Patent and Trademark Office issued U.S. Registration No. 2,142,670 for the trademark MICRON for "semiconductor devices." A true copy of the registration is attached hereto as Exhibit 1. Micron is the owner of all right, title, and interest in and to the trademark MICRON and U.S. Registration No. 2,142,670.

4. On September 7, 1999, the United States Patent and Trademark Office issued U.S. Registration No. 2,276,067 for the trademark MICRON (Stylized) for "semiconductor devices." A true copy of the registration is attached hereto as Exhibit 2. Micron is the owner of all right, title, and interest in and to the trademark MICRON (Stylized) and U.S. Registration No. 2,276,067.

5. On September 17, 2002, the United States Patent and Trademark Office issued U.S. Registration No. 2,620,024 for the trademark MICRON & Design for "semiconductor devices and printed circuit boards incorporating such semiconductor devices." As yet, the United States Patent and Trademark Office has not issued the registration. Micron is the owner of all right, title, and interest in and to the trademark MICRON & Design and U.S. Registration No. 2,620,024.

6. Micron's goods offered under the MICRON mark have been extensively and continuously offered to customers in the computer, telecommunications and networking, and consumer electronics industries. Micron has also advertised its goods under the MICRON mark throughout the United States. By reason of that advertising and the wide provision of Micron's

goods under the MICRON mark, the consuming public has come to recognize MICRON as signifying Micron and its goods, and Micron has built up extensive good will in connection with the sale of goods under its mark.

7. Notwithstanding Micron's long prior rights in and to the MICRON mark, Applicant filed on September 13, 2001, an application (Application Serial No. 78/083,848) to register the mark UNIMICRON for "electronic equipment, namely, integrated circuit burn-in boards and burn-in ovens, and printed circuit board testers; customer manufacture of semiconductors, integrated circuits, printed circuit boards, electronic equipment and appliances for others; and testing of semiconductors, integrated circuits, printed circuit boards, electronic equipment and appliances for others." On August 13, 2002, the mark was published for opposition in the Official Gazette on August 13, 2002.

8. On September 3, 2002, Micron timely filed a First Request Under Rule 2.102 to Extend Time for Filing Notice of Opposition against Serial No. 78/083,848. On November 8, 2002, Micron timely filed a Second Request Under Rule 2.102 to Extend Time for Filing Notice of Opposition against Serial No. 78/083,848.

9. The mark UNIMICRON is confusingly similar to Micron's MICRON trademark, and its registration and continued use by Applicant is likely to cause confusion, deception, and mistake. Applicant's use of said UNIMICRON mark interferes with Micron's use of its MICRON trademark, and continued use or registration of its mark by Applicant will seriously damage Micron.

WHEREFORE, Micron respectfully requests that the registration sought by Applicant be refused and that this opposition be sustained.

Dated: December 11, 2002

Respectfully submitted,

ATTORNEYS FOR OPPOSER

A handwritten signature in black ink, appearing to read "Robert Van Arnem", written over a horizontal line.

Douglas W. Kenyon

Laurie J. Bremer

Robert C. Van Arnem

Hunton & Williams

Post Office Box 109

Raleigh, North Carolina 27602

(919) 899-3000

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,142,670

**United States Patent and Trademark Office**

Registered Mar. 10, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**MICRON**

MICRON TECHNOLOGY, INC. (DELAWARE  
CORPORATION)  
8000 S. FEDERAL WAY  
BOISE, ID 837069632

FIRST USE 7-0-1982; IN COMMERCE  
7-0-1982.

SER. NO. 75-262,307, FILED 3-21-1997.

FOR: SEMICONDUCTOR DEVICES, IN  
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

DAVID H. STINE, EXAMINING ATTORNEY

**EXHIBIT**

tabbles

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,276,067

United States Patent and Trademark Office

Registered Sep. 7, 1999

TRADEMARK  
PRINCIPAL REGISTER

**MICRON**

MICRON TECHNOLOGY, INC. (DELAWARE  
CORPORATION)  
8000 S. FEDERAL WAY  
P.O. BOX 6  
BOISE, ID 837070006

FIRST USE 6-1-1987; IN COMMERCE  
6-1-1987.

OWNER OF U.S. REG. NO. 2,142,670.

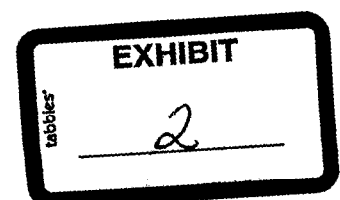
SER. NO. 75-525,026, FILED 7-24-1998.

FOR: SEMICONDUCTOR DEVICES, IN  
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

LAUREN MEDLOCK, EXAMINING ATTOR-  
NEY

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TH CAROLINA 27602

TEL 919 • 899 • 3000  
FAX 919 • 833 • 6352  
919 • 899 • 3096

BRONWYN A. TUCKER  
TRADEMARK PARALEGAL  
DIRECT DIAL: 919-899-3127  
EMAIL: btucker@hunton.com

December 11, 2002

FILE NO: 48739.000003

**VIA CERTIFICATE OF MAILING**

Box TTAB FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

**Notice of Opposition**  
**Serial No. 78/083,848 for UNIMICRON**

Honorable Sir:

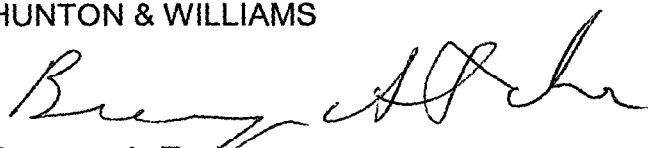
Enclosed for filing in the U.S. Patent and Trademark Office is Opposer's Notice of Opposition, in duplicate, in connection with Application Serial No. 78/083,848 for the mark UNIMICRON. Accompanying the Notice of Opposition are the following:

- This firm's check made payable to the Commissioner of Trademarks in the amount of \$900.00 for the filing fee of the Notice of Opposition in three classes; and;
- A self-addressed, postage prepaid postcard, which we request that you date stamp and return to us to acknowledge receipt of the above items.

Please direct any inquiries, questions, or correspondence relating to this Notice to Douglas W. Kenyon, at (919) 899-3076. Thank you for your assistance in this matter.

Sincerely,

HUNTON & WILLIAMS

  
Bronwyn A. Tucker  
Trademark Paralegal

:bt

Enclosures

cc: Steven P. Arnold, Esq.  
Douglas W. Kenyon, Esq.  
Laurie J. Bremer, Esq.